

SPC REPORT TO ECOP
August 4, 2000
Denver, Colorado

1.0 Report on Joint Meetings

The Joint Meeting of SPC, PLC, PODC and the ESCOP Planning Committee was held in Baltimore, Maryland on May 17-19, 2000. The agenda was designed to bring the groups together for individual meetings and in one day of facilitated discussions. This years theme for the joint meetings ~~A~~Preparing for Future Workforce Challenges,@ was facilitated by Ronn Gunn, Strategic Futures, Inc., Alexandria, Virginia (Agenda enclosed). The topic was selected due to mutual in developing a better understanding of issues broadly encompassed in the human resource area(issues of diversity, staff recruitment and retention, competition among employers for staff, mentoring, etc.).

Following the session all groups felt that the facilitator provided the appropriate forum for the topic and that the diversity of participants and views contributed to the overall success of this one-day activity. There was a great deal of enthusiasm generated and agreement that this topic would be worthy of continued discussions within the land-grant system. The group recommended that this be a continued theme for joint meetings, and that we would look to the system for individuals who could help identify topics for future meetings and be presenters and facilitators. It was also agreed that a recommendation would be made to ECOP, ESCOP and ACOP to support a **National Summit** to discuss Future Workforce Challenges. **A recommendation is presented in the briefing book to receive endorsement from the system leadership for such a conference.** Potential topics to could be developed around the following issues:

- 1)Models of what is being done in the private sector to screen applicants beyond the resume;
- 2) Models of professional development;
- 3) Professional development models that support retention and responsiveness to emerging issues;
- 4) Importance of professional references (assessment strategies to read between the lines);
- 5) Strategies for redefining position descriptions vs. "dusting off" the old position descriptions;
- 6) Responding to organizational culture change for persons making hiring decisions;
- 7) Methods of marketing the institution to pools of applicants who have so many opportunities for employment, specifically how do we compete against other employers who are looking for the best candidates within

the same candidate pool?;

8) Strategies for utilizing leadership development programs for building leadership capacity; and

9) How do we develop an understanding of the impact of declining fiscal resources on employment expectations? The overall leadership will be provided by a steering committee recommended by SPC, PLC, PODC and ESCOP Planning Committee Members. The intent is to involve ACOP in this effort.

ACTION REQUESTED: Endorsement to Plan a National Summit (Note joint recommendations from SPC, PLC, PODC and ESCOP Planning.

It was the feeling of the groups that while individual interests of each group are important that there is a need to plan and integrate planning and futuring efforts because at the institutional level this is already a common occurrence. It is important also due to the challenge and recommendations included in the AEngaged Institution Report.@

ACTION REQUESTED: Support for continued discussions among the joint committees that influence planning, futuring and budget development.

2.0 **Next Meeting Date**

The next meeting date for ECOP/SPC and ESCOP Planning Committee will be October 4-6, 2000 in Mystic, Connecticut at the Hilton Hotel. Nancy Bull (CT) will handle logistics. The meeting will begin on Wednesday, October 4 at 12:00 noon and end on Friday, October 6, at 12:00 noon. Time will be allotted for individual meetings of the two groups and a combined meeting to continue futuring and planning discussions.

3.0 **Potential Topics of Discussion for ECOP/SPC**

1. Rural/urban interface (including forest management practices that impact urban and rural areas;
2. Structure and marketing strategies as they impact cooperatives and the application of technology (i.e. ethanol, bio-mass, branded products, etc.);
3. New economic opportunities ("The New Agriculture Economy"). This might include niche markets and new industries;
4. Distance learning as it relates to formal and informal education, rural communities, and capacity building and rural infrastructure. Focus on the role of land-grant universities in education through the use of new and emerging technologies;
5. Childhood obesity and other childhood health issues and cultural norms impacting health;
6. International extension and issues related to technology transfer and infrastructure development;
7. Multi-lingual/multi-cultural growth and programming issues with emphasis on a system focused response;
8. Agriculture as viewed from a customer perspective. For

example, what is the perception of genetically modified organisms?
How do we convey the meaning of new markets and value-added
concepts? and

9. Food safety and bio-security;

Note: It is the intent to raise other topics as a component of all future meetings as a challenge to the SPC membership and system.

4.0 **National Initiatives (Discussions with ECOP/PLC)**

During our discussions, it was recommended that we identify some other term to replace "graduation" when the objectives under Extension National Initiatives have been completed. Once an initiative is completed many of the activities return to the base program and the term should be more reflective of this reality. There will be continued dialogue between SPC and PLC and a recommendation will be forthcoming.

It was recommended that the system leadership encourage and support collaborations between Cooperative Extension, the Experiment Stations and Academic units to take advantage of opportunities under Sections 401 and 406. Some reward structure should be developed to recognize these efforts. Where success has been achieved in these competitive grants programs, it is also recommended that the system share these success stories as an incentive to encourage coordinated strategies that benefit the customers served by the land-grant universities.

SPC endorses the recommendations made by PLC:

1. **Food Safety and Quality.** Efforts will be made to refocus this initiative to be more responsive through continuing dialogue with the Initiative Management Team.
2. **Workforce Preparation.** Support continuation of this initiative. It has been very successful in carrying out objectives and providing programs to the communities served. The recent telephone conference call demonstrated ways to focus this initiative in a way that would generate greater exposure for the initiative team and Extension System.
3. **Healthy People, Healthy Communities.** Support the recommendation to continue this initiative. There is increasing State, regional and National attention being placed on nutrition and health.
4. **Animal Waste Management.** Support the recommendation to continue this initiative. It's primary focus on an issue of National importance and the team is developing proposals for extramural funding to build upon the successful experiences of this initiative. This is a good model of cooperation between Cooperative Extension and the Agricultural Experiment Stations.
5. **Child Care.** Support the recommendation to continue this initiative. It is a new initiative that is making satisfactory progress.

Discussions on a New Extension National Initiative on "Financial Security in Later Life". A report and recommendation was received from PLC to initiate this initiative. Following an extensive review by SPC, a list of

recommendations were made to PLC on how this proposal could be strengthened. A response was made to the recommendations to PLC, but not in time for review by PLC and SPC for this meeting. ECOP should expect to receive a recommendation at the next meeting. Jack Badgett will share a copy of the proposal with the Budget Committee at its next meeting.

PLC also reported that it's communications group is working well and has established a Web site which will contain promotional materials that are under development by the group. They were encouraged to continue this effort.

5.0 Old Business

- **Extend an invitation to ACOP to have a representative on the ECOP/SPC.** This will encourage and strengthen collaborations in futuring efforts.
- **Request advice from ECOP on whether a representative from CARET should be included on ECOP/SPC?**
- **The 2001 joint meeting of SPC, PODC, PLC and ESCOP Planning will be coordinated by PODC.** This will include the selection of a coordinator and meeting location.

Joint ESCOP Planning Committee, ECOP/SPC, ECOP/PODC and ECOP/PLC Conference

Preparing for Future Workforce Challenges®

May 17- 19, 2000
Baltimore, Maryland

Agenda

May 17, 2000 (Wednesday) Joint Meeting of ECOP/SPC, ECOP/PODC, ECOP/PLC and ESCOP
Planning Committee

Goal: To increase institutional effectiveness in competing for human talent.

8:00 - 8:45	Introductory Remarks - Co-Chairs of ECOP/SPC, ECOP/PLC and ESCOP Planning
8:45 - 9:00	Goal/Objectives, Agenda Preview - Facilitated by Consultant Ron Gunn, Strategic Futures, Inc. Alexandria, Virginia
9:00 - 10:00	Think New Now: Demographics, Psychographics and Workplace 2020
10:00 - 10:15	Break
10:15 - 10:30	Issue Categories: Identification and Group Formation
10:30 - 10:50	Round 1 - Memory Lane Exercise: The '70s, '80s, and '90s
10:50 - 11:15	Round 1 Report-Outs: Memory Lane
11:15 - 12:00	Round 2 - 2000 Plus: What's Working and What's Not Working
12:00 - 1:00	Lunch
1:00 - 1:30	Round 2 Report-Outs: What's Working (Not): Report-Outs
1:30 - 2:30	Round 3 - Ready for the Talent Wars: Our Preferred Future
2:30 - 2:45	Break
2:45 - 4:00	Round 3 Report-Outs: Images of the Future and Strategic Priorities
4:00 - 4:20	Next Steps
4:20 - 4:45	Summary/Concluding Remarks
5:00 p.m	Joint Meeting Adjourns

May 18, 2000 (Thursday) Joint Meeting of ECOP/SPC and ESCOP Planning Committee

Focus will be on discussions related to the Joint Planning Committee Meetings in Las Vegas, Nevada, February 2-4, 2000 (Studies on the Future of Land grant Universities and Colleges of Agriculture).

Objective: To facilitate discussions and develop implementation strategies on futuring between ESCOP and ECOP.

8:00 a.m. - 10:00 a.m.	Operationalizing Engagement (Notes from February 2000 meeting)
10:00 a.m. - 10:30 a.m.	Break
10:30 a.m. - 12:00 p.m.	Joint ECOP/ESCOP Initiative Development (Proposed strategies for initiative development)
12:00 p.m. - 1:00 p.m.	Lunch
1:00 p.m. - 3:00 p.m.	Issues for future joint meetings.
3:00 p.m. - 3:30 p.m.	Break
3:30 p.m. - 5:30 p.m.	<u>Separate Meetings of ECOP/SPC and ESCOP Planning Committee</u>

ECOP/SPC Agenda

George Cooper and Jon Ort

Introductions for the benefit of new members

Role of ECOP/SPC in futuring for the Extension System

Report from ECOP/PLC

Report from ECOP/PODC

Discussion on recommendations to ECOP Executive Committee

May 19, 1999 (Friday) ECOP/SPC Meeting

8:00 a.m. - 10:00 a.m.	Future Meeting dates Identification of Futuring topics for ECOP
10:00 a.m. - 10:30 a.m.	Break
10:30 a.m. - 12:00 p.m.	Continuation of discussions

Meeting Adjourns at 12:00 Noon

